

**I. AMENDMENTS TO THE CLAIMS AND NEW CLAIMS**

**In the Claims.**

Delete claims 3, and 11 – 17, without prejudice.

Replace claim 1 with the following once-amended claim 1.

-- 1. (Once Amended) A method for ordering an advertising spot for an advertisement over a data network to be transmitted to one or more target users during transmission of a motion picture, comprising:

receiving from an advertiser one or more predetermined constraints defining the one or more target users;

determining a price for the advertising spot using the one or more predetermined constraints; and

transmitting to the advertiser the price for the advertiser's acceptance, rejection, or counteroffer. --

[Replace claim 2 with the following once-amended claim 2.]

-- 2. (Once Amended) The method of claim 1, wherein the one or more predetermined constraints are demographic information selected from the group consisting of gender, income, hobby, and age. --

Replace claim 4 with the following once-amended claim 4.

-- 4. (Once Amended) The method of claim 1, wherein the determining step comprises:

searching an individual inventory containing a plurality of individuals, each of the plurality of individuals having a profile, the searching performed to determine the one or more target users by comparing the one or more predetermined constraints to the profiles of the plurality of individuals to locate matches between the one or more predetermined constraints and the profiles of the plurality of individuals; and

determining from the matches a price for transmitting the advertisement to the one or more target users based on a predetermined formula. --

[Replace claim 5 with the following once-amended claim 5.]

-- 5. (Once Amended) The method of claim 4, wherein the predetermined formula comprises:

apportioning a weighted significance to a saturation level, an age, an income, a gender, and a hobby of each of the one or more target users, the saturation level corresponding to a demand for each target user to receive the advertisement. --

[Replace claim 6 with the following once-amended claim 6.]

-- 6. (Once Amended) The method of claim 5, wherein the demand for each target user further comprises an amount of time available for each target user to receive the advertisement. --

[Replace claim 7 with the following once-amended claim 7.]

-- 7. (Once Amended) A method for determining a price for an advertising spot for transmitting an advertisement to one or more target users during a motion picture, comprising:

receiving from an advertiser one or more predetermined constraints defining the one or more target users that the advertiser desires to receive the advertisement;

searching an individual inventory containing a plurality of individuals, each of the plurality of individuals associated with a profile;

comparing each of the profiles of the plurality of individuals to the one or more predetermined constraints to locate matches between the profiles of the plurality of individuals and the one or more predetermined constraints, the matches identifying the one or more target users;

determining from the matches a price for transmitting the advertisement to the one or more target users based on a predetermined formula; and

transmitting to the advertiser the price for the advertiser's acceptance, rejection, or counteroffer. --

Replace claim 8 with the following once-amended claim 8.

-- 8. (Once Amended) A system for ordering an advertising spot for an advertisement over a data network to be transmitted to one or more target users during transmission of a motion picture, comprising:

a broadcast server programmed to

receive from an advertising client one or more predetermined constraints defining the one or more target users,

search an individual inventory containing a plurality of individuals, each of the plurality of individuals having a profile,

compare the one or more predetermined constraints to the profiles of the plurality of individuals to locate matches between the one or more predetermined constraints and the profiles of the plurality of individuals, the matches identifying the one or more target users,

determine from the matches a price for transmitting the advertisement to the one or more target users based on a predetermined formula, and

transmit to the advertising client the price for the advertiser's acceptance, rejection, or counteroffer. --

Replace claim 9 with the following once-amended claim 9.

-- 9. (Once Amended) A computer readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system to perform a method for ordering an advertising spot for an advertisement over a data network to be transmitted to one or more target users during transmission of a motion picture, the method comprising:

receiving from an advertiser one or more predetermined constraints defining the one or more target users;

determining a price for the advertising spot using the one or more predetermined constraints;

transmitting to the advertiser the price for the advertising spot; and

receiving an order from the advertiser for the advertising spot. --

Replace claim 10 with the following once-amended claim 10.

-- 10. (Once Amended) A computer readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system to perform a method for determining a price for an advertising spot for transmitting an advertisement to one or more target users during a motion picture, comprising:

receiving one or more predetermined constraints defining the one or more target users that an advertiser desires to receive the advertisement;

searching an individual inventory containing a plurality of individuals, each of the plurality of individuals having a profile;

comparing each of the profiles of the plurality of individuals to the one or more predetermined constraints to locate matches between the profiles of the plurality of individuals and the one or more predetermined constraints, the matches identifying the one or more target users;

determining from the matches a price for transmitting the advertisement to the one or more target users based on a predetermined formula; and

transmitting to the advertiser the price for the advertiser's acceptance, rejection, or counteroffer. --

Add new claims 18 - 30.

-- 18. (New) A system for determining a price for an advertising spot, comprising:

means for receiving from an advertiser one or more predetermined constraints defining one or more target users that the advertiser desires to receive an advertisement that fills the advertising spot;

means for determining a price for the advertising spot using the one or more predetermined constraints; and

means for transmitting an offer to the advertiser to purchase the advertising spot at the price. --

-- 19. (New) The system of claim 18, wherein the means for determining a price includes:

means for searching an individual inventory containing a plurality of individuals, each of the plurality of individuals having a profile;

means for comparing the one or more predetermined constraints to the profiles of the plurality of individuals to locate matches between the one or more predetermined constraints and the profiles of the plurality of individuals, the matches identifying the one or more target users; and

means for determining from the matches a price for transmitting the advertisement to the one or more target users based on a predetermined formula. --

-- 20. (New) The system of claim 19, wherein the predetermined formula accounts for a demand for the one or more target users. --

-- 21. (New) The system of claim 19, wherein the predetermined formula accounts for a supply and demand for the plurality of individuals in the individual inventory. --

-- 22. (New) The system of claim 19, wherein the predetermined formula is the sum of the products of index values and coefficients. --

-- 23. (New) A method for an advertiser to order an advertising spot for an advertisement over a data network to be transmitted to one or more target users during transmission of a motion picture, comprising:

transmitting to a broadcaster one or more predetermined constraints defining the one or more target users that the advertiser desires to receive the advertisement;

receiving an offer from the broadcaster to purchase an advertising spot at a price, the price determined by the broadcaster comparing the one or more predetermined constraints to profiles of a plurality of individuals to locate matches there between, the matches identifying the one or more target users, and calculating the price based on the matches and a predetermined formula; and

transmitting an order for the advertising spot to the broadcaster. --

-- 24. (New) The method of claim 1, further including the step of transmitting the advertisement to the one or more target users during transmission of the motion picture. --

-- 25. (New) The method of claim 1, further including the step of providing demographic information characterizing the one or more target users that receive the advertisement. --

-- 26. (New) The method of claim 4, wherein the predetermined formula accounts for a demand for the one or more target users. --

-- 27. (New) The method of claim 4, wherein the predetermined formula accounts for a supply and demand for the plurality of individuals in the individual inventory. --

-- 28. (New) The method of claim 4, wherein the predetermined formula is the sum of the products of index values and coefficients. --

-- 29. (New) The method of claim 7, further including the step of transmitting the advertisement to the one or more target users during transmission of the motion picture. --

-- 30. (New) The method of claim 7, further including the step of providing demographic information characterizing the one or more target users that receive the advertisement. --